

**Appendix B: 2011 Expenditures**

<b>CATEGORY</b>	<b>DOLLAR VALUE (000)</b>
Television Advertising: National Broadcast	
Television Advertising: National Cable	
Television Advertising: National Satellite	
<b>TV NATIONAL TOTAL</b>	
Television Advertising: Regional/Local Broadcast	
Television Advertising: Regional/Local Cable	
Television Advertising: Regional/Local Satellite	
<b>TV REGIONAL/LOCAL TOTAL</b>	
Radio Advertising: Subscription-based Satellite	
Radio Advertising: Measured Markets	
Radio Advertising: Unmeasured Markets	
<b>RADIO TOTAL</b>	
Magazine Advertising	
Newspaper Advertising	
Transit Advertising	
Outdoor Advertising	
Direct Mail Advertising	
Company-Sponsored Internet Sites	
Other Internet Site Advertising	
Other Digital Advertising	
Point of Sale Advertising: Logo-bearing Items	
Point of Sale Advertising: Non-logo Bearing Items	
Point of Sale Advertising: Retail Value-Added Expenditures	
Point of Sale Advertising: Other	
<b>POS TOTAL</b>	
Promotional Allowances	
Public Entertainment Events: Non Sports-Related Adult-Only	
Public Entertainment Events: Non Sports-Related General Audience	
<b>PUBLIC ENTERTAINMENT TOTAL</b>	
Sponsorship of Sporting Events, Sports Teams, or Individual Athletes	
Spring Break Promotions	
Product Placements	
In-Cinema Advertising	
Telemarketing	
<i>Cross Categories</i>	
Sports and Sporting Events	
Social Responsibility Programs and Messages	

Note. See Appendix A for category definitions